

Templates To Go (Social Media)

One of the keys to social media success is to post frequently. Depending on your niche, you may post daily or even multiple times per day. In order to keep up this rigorous schedule, you'll need to be able to create content quickly. This set of 101 social media templates will not only spark ideas of what to write about, you can also use the templates to quickly create a variety of content for your Facebook and Twitter pages.

We'll cover the following categories:

- Information sharing: These are templates suitable for sharing tips, short how-to information, lists and similar information. In some cases, you'll share the content directly on social media, and in other cases these templates include a call to action to send people to your blog or other platform.
- Promos: Use these templates to promote your offers and affiliate offers.
- Miscellaneous: This category covers everything else, such as contest announcements, viral campaigns and similar.

Take a look...

INFORMATION SHARING

1. Showcase a Tip

TIP: If you want to [get some benefit] in [a smaller amount of time (e.g., "half the time")], then [insert your tip].

2. Share a Quote

[Famous person said], "[insert quote]."

This applies to [the subject that it applied to in the original quote], as well as [a topic related to the niche]. Specifically: [explain how the quote specifically applies to the reader].

3. Answer a Question

Question of the day: [Insert a frequently asked question].

Answer: If you want [some benefit], then here's what you need to do. [Explain what to do].

4. Share a Surprising Method

Here's a surprisingly easy way to [get some benefit]: Instead of [doing something a common way], [do something a better way]. [Elaborate if needed].

5. Offer a Mini Guide

How to [Get a Benefit] In Just Three Easy Steps

Step 1: [Quick Summary of Step]

[Insert more information].

Step 2: Quick Summary of Step]

[Elaborate/explain].

Step 3: Quick Summary of Step]

[Elaborate/explain].

6. Provide a Resource List

[Number] [Tools/Software/Resources/Gear] Every [Type of Person] Ought to be Using

#1. [Name of Tool]. This [tool] is especially useful for [task].

#2. [Name of Tool]. If you do any amount of [some task], then you'll definitely want this [tool].

#3. [Name of Tool]. If you only get one [tool] for [task], this is the one to purchase.

7. Make a Prediction

Prediction: [Take some certain step or purchase something] now, because we're going to see [something happen] within [some timeframe].

8. Ask a Question

[Some experts] say the best way to [get a benefit] is to [do something]. What is your experience [with this particular thing]?

9. Ask a Different Question

Have you ever [tried to get a good result], but you ended up [getting a bad result instead]? Why do you think that happened?

10. Encourage Interaction With Yet Another Question

You've heard that [certain types of people] should NEVER [do a certain thing]. I don't think that's true, because [insert reason]. What do you think?

11. Share a Fact/Statistic

Currently, [some number or percentage] of [a specific group of people] are likely to [experience something specific]. Are you a part of that statistic?

12. Tell a Story

If you find yourself struggling to [achieve a goal], then you're going to want to read the inspirational story of [a person] who [had a disadvantage but overcame it to find success]. Click here [link to a blog post].

13. Shatter a Myth

Did you know [commonly held myth] isn't really true? Researchers have shown [that the opposite is true]. You'll [get better results] if [you do this one thing]!

14. Share a Mistake

Don't make the same mistake as I did. When I [tried to get a result], I [made this mistake].

End result? [Explain what happened.]

Here's how to get a better result: [explain how to avoid that mistake].

15. Provide a Mini Checklist

Before you [start a process], print off this mini-checklist:

- Did you [take some important step]?
- Did you [take some other step]?
- Do you [have some item]?
- Did you double check [a step]?
- Do you have [everything you need to complete the process]?

16. Offer a Mini Worksheet/Calculation

If you want to [get a benefit], then you need to determine [whatever the worksheet helps readers determine]. Complete the following:

What do you need [to complete a process]?

What do you [currently have]?

What is the difference?

How will you acquire [the amount needed]?

17. Link to a Cheat Sheet

Need to [perform some process]? Then you'll want to download this [type of] cheat sheet, which includes dozens of steps, tips, and ideas. Get it here: [link].

18. Invite Followers to Share an Infographic

Did you know [share some interesting niche-relevant fact]? It's true. And if you liked learning [about that fact], then you're going to love this [type of] infographic. Better yet, share it with your friends now!

19. Encourage People Read Your Blog Article

There's one simple way to [get a benefit] that almost everyone overlooks. Are you? Find out at [link].

20. Ask People to Watch a Video

Whenever I want [to get a benefit], I [do some specific thing]. Check out the video below so that you can learn how to do it too:

21. Build Anticipation for Tomorrow's Content

Tomorrow you're going to find out [arouse curiosity about what they'll learn] – I'll post it here in about 24 hours, so be sure to comment on this thread so that you get notified!

22. Crowdsource Content

Let's compile a list of the best [tips, tools, methods, etc.] for [getting a benefit].

I'll start: [insert your tip].

Who's next? Post below...

23. Introduce a Series

Over the next [number] of days I'll be sharing a series of [lessons/tips/videos] called [name of series]. You can get access to this series by [explain how – join your list, join a Facebook discussion group, follow your blog, etc.].

24. Share a Group-Coaching Q&A

What's the best way to [get a benefit]?

How do you [do something] if you don't [have something else that's commonly required]?

What's the best [tool/app] for [getting a good result]?

You'll get the answers to these questions and more when you click here: [link to a blog post or a Facebook group].

25. Share Your Personal Method

Seems like every week someone asks me, “[How do you get a benefit/complete a task]?”

I’m going to tell you what I tell them: I use a method I personally developed that I’ve never heard anyone else talk about before.

Wondering what it is? Come on over to my blog and check it out: [link].

26. Provide a Planner

If you have just [number] days to complete a task, what would you do on each day?

Here’s your answer: [link to a planner].

27. Ask for Shares

[Insert the info you wanted to share].

If you liked this [tip/quote/strategy/infographic/etc.], then show some love and share it with your friends!

28. Offer “Part 2”

[Insert part of a process, some tips, etc.]

If you’d like to get your hands on “Part 2” of [this article, list, lesson, etc.], then click here: [link to blog].

29. Share an Insider’s Tip

I've spent the last [number] [years] [in some niche], so I know a thing or two about [getting a benefit]. Today I'd like to share with you an insider's tip that not very many people know about.

[Share the tip if it's short, or link to your blog.]

30. Provide a Twist

You already know [about some common tip]. Now here's a twist that [improves results]: [insert your twist].

31. List Dos and/or Don'ts

Before you [start a process], you're going to want to check out these [number] dos and don'ts [for getting a great outcome]:

[List the dos and don'ts or link to a blog post.]

32. Boost Productivity

Want to save [hours/days/etc.] when you [complete a process]? Here's what to do: [insert a time-saving tip].

33. Save Readers Money

[Completing some process] doesn't have to be expensive. Here's how to do it on the cheap: [link to your blog article].

34. Share a New Method

Back in [year] I pioneered [a type of strategy] that [created some really good, specific results]. Since then, countless others [have enjoyed good results too].

Want to find out if it will work for you? Then click here [link].

35. Promote a Fad

You've probably heard [about some fad] – but does it really work? Read my review here [link].

36. Provide Time-Tested Information

If you want to get consistent [type of good results] every time, then stick with proven methods. This one is backed by science: [link]

37. Explain Technical Information

A study [in a journal/technical publication/etc.] just came out and suggested [offer an overview].

What does this mean for you [with regards to some niche relevant process/goal/etc.]? Find out here: [link]

38. Provide Breaking News

Breaking New: [Insert a one-sentence summary].

Get the full details here: [link].

39. Live Tweet an Event

Get all the news and insights about [topic] here in this thread, where I'm live tweeting [some specific event]. Follow along below...

40. Offer an Excerpt

One of the most important steps you need to take to [get a desired outcome] is [explain step]. This excerpt from [Product Name] shows you exactly how to do it: [link to blog post].

PROMOS

41. Release a Product

[Name of Product] just went live! Get it now to take advantage of [special discount offer]: [link].

42. Build Anticipation

The most exciting thing to hit the [type of] market is coming in just [number] days for now. If you've ever wanted to [get a benefit], then keep your eyes on this page!

43. Provide a Testimonial or Case Study

If [type of person] can [get this sort of extraordinary result] using [Product], just imagine what it can do for you! Click here to find out: [link].

44. Provide Proof

PROOF: [Product] really works to [get a benefit] and [get another benefit]. See the irrefutable proof here: [link].

45. Get Beta Testers

We're looking for [number] [types of people] to test out [a new product]. If you're looking to [get some benefit], then sign up here for free: [link].

46. Utilize Social Proof

[Number] of your fellow [type of people] LOVE [Product]. Find out what has everyone so excited by clicking here: [link].

47. Use Social Proof in Another Way

You too could [enjoy some desired outcome]. Here's how other people are doing it: [link]

48. Offer a Benefit

What if you [needed to get a benefit] but you [lacked some characteristic]? Here's what to do: [link].

49. Share a Tip

My favorite tip for [getting a benefit] is [explain tip].

Here is a collection of my other tips and tricks for [getting a benefit]: [link].

50. Reveal Secrets

[Getting a benefit] doesn't have to be hard, when you know the secrets. Click here to find out for yourself: [link].

51. Share an Inspirational Story

[Name] [got some great benefit] by [doing some specific thing]. Find out more about how [Name] did it and how you can do it too by clicking here [link].

52. Promise a Complete Strategy

How to go from [zero] to [success] in just [short amount of time]. Think it's impossible? Think again! Find out how at [link].

53. Start a Sale

The biggest sale of the year starts now! Stock up on [type of product] with savings of [amount]. Click here to start saving [link].

54. Provide Savings

Get a crash course in [topic] and save [dollar amount] while you're doing it! Click here to learn more: [link].

55. Create an Anniversary Sale

Our anniversary sale starts now! Save [amount] on all your favorite [products]. Use coupon code [code] and click here to get started: [link].

56. Offer a Free Trial

Put your wallet away! Now you can try out [product] absolutely free [for trial period]. Claim your free trial here: [link].

57. Offer a Low-Cost Trial

Get the best [type of solution] for [time period] for just \$1. Click here before this offer is gone: [link].

58. Share a Testimonial

Here's what others say about [Product]: [insert testimonial].

You could be next to [enjoy success]. All you have to do is click here [link] to get started...

59. Offer Risk Reversal

[Get some benefit] or it's free – guaranteed! Click here to get started risk-free [link].

60. Provide a Bonus

Free [Bonus] when you order [Product]. Hurry and click here now because this offer ends soon: [link]

61. Share What the Experts Do

What do [type of people] do when they want [a benefit]? Find out at [link].

62. Justify the Price

Would you trade a small pizza for [a big benefit]? Click here to find out how: [link].

63. Reveal the Expert's Secret

Here's what [the best experts] know about [getting a benefit]: [link].

64. Promise a Better Life

[How much better would your life be] if you knew [the secrets of getting some great result]? Click here to find out for yourself: [link].

65. Remind Prospects of a Sale

Just [number] hours remain [for some type of sale/offer]. Get it now before it's gone for good: [link].

66. Distribute a Coupon

Want to [get a benefit] this summer? Use coupon code [code] to save [amount] and [get a benefit]. Click here: [link].

67. Surprise the Prospect

What if I told you that you [didn't need to do something common/unpleasant in order to get a great result] – would you be interested? Click here to learn more [link].

68. Incentivize Sharing

Share a [link/resource/etc.] with your friends and get [some awesome product] for free! Check out the details at [link].

69. Encourage Sharing

Do you know a friend who [could benefit from a product]? Tell them about [Product] and you'll get [money/product] when they [join/register/become a customer]. Get started here: [link].

70. Offer a Flash Sale

Flash Sale: Save [dollar amount] on your purchase [of popular product]. This deal ends in [number] of hours, so click here to get it while you can: [link]

71. Create a Black Friday Sale

Black Friday just got even better! Now you can save up [dollar amount] on all your favorite [types of products]. Click here to take advantage of these savings now: [link].

72. Provide a Simple Reason to Click

Here's the best way I know to [get a benefit]: [insert sales page link].

73. Offer a Review

Don't even think of buying [Product] until you read this eye-opening review: [link].

74. Share a Case Study

If you've ever wondered if [Product] really works, then you're going to want to check out this amazing case study: [link]

75. Do a Product Comparison

Which is better for [getting a benefit]: [Product A] or [Product B]? Discover the surprising truth here: [link].

76. Offer Savings in Exchange for Some Action

Don't let this deal slip away – get [\$ amount] when you [do some specific thing]. Click here to get started [link].

77. Remind Prospects of a Nearly Expired Sale

This is your last chance to [take advantage of a special offer]. Take the first step towards [getting a benefit] by clicking here [link].

78. Create a BOGO

BOGO sale starts now: buy one [Product], get one free! Get yours here: [link]

79. Drum up Scarcity

Just [number] lucky people will get [to take advantage of a discount or bonus offer]. Will you be one of them? Find out at [link].

80. Promote a JV Partner

My friend [Name] has a great sale going on now. If you've been looking for a quick and easy way to [get a benefit], then you're definitely going to want to check this out [link].

81. Add Value to an Affiliate Offer

Get more bang for your buck! Order [Affiliate Offer] now through this link, and you'll get [something valuable] for free! Click here to get started...

82. Provide a Free Upgrade

Today only: purchase [some product] and you'll automatically get a free upgrade to [a higher level]! Claim this valuable offer now by clicking here [link].

83. Create a Two-Way Referral Program

Get [something valuable] for yourself and [something valuable] for a friend. Click here to find out how [link]!

84. Utilize Reviews

We're the highest-rated [type of company that offers a certain type of product]. Find out for yourself why people consistently give us five stars: [link].

85. Encourage People to Get on a List

Are you looking for [a product/offer]? We're temporarily sold out, but hope to offer it again [estimate date]. Get on the notification list by clicking here [link].

MISCELLANEOUS

86. Encourage Webinar Registration

Did you register for the FREE [Name] webinar yet? If not, you'll want to do so now before all the seats are gone. Click here to register: [link]

87. Get Contest Entries

How does an extra [dollar amount] in your pocket sound?

We're giving away [amount] in our brand-new contest. All you have to do to be eligible for your chance to win is [explain].

Click here to enter now: [link].

88. Solicit Feedback

Would you do me a quick favor?

We're improving [our business] and we could use your help. All we need is for you to answer a small set of questions. It just takes five minutes, and you'll get [some valuable freebie] for your trouble.

Click here to get started: [link]

89. Build Your Affiliate Program

Wanted: People who want to make money by giving away free reports. Click here to find out how you can do it too: [link to an affiliate page].

90. Send an Affiliate Announcement

Hey affiliates: we've got a brand-new set of marketing materials to go along with the upcoming affiliate contest. You could win up to [dollar amount]! Click here to learn more: [link to affiliate contest info].

91. Offer a Free Report

Have you ever wanted to [get a benefit]? Free report shows you how. Click here to get started.

92. Encourage Interaction

What is your favorite way to [get a benefit]?

93. Solicit Opinions

[Some people] say [a process should be done one way], while others say [it should be done another way]. What do you think?

94. Ask for a Favor

We're looking to grow our [social media] network. Would you do me a favor and tell your friends about [this social media page]? Please share, because it would really help us out a lot.

95. Announce an Absence

We're going to be gone from [date] to [date], and we won't be posting during that time. You can still order [products] and get in touch with customer service. We'll see you [in a certain timeframe]!

96. Make a Correction

A few hours ago I shared [some content], but it included an error. Here's the [correct information].

97. Admit a Mistake

I screwed up! Please accept my apologies. [Explain how you screwed up.]
Let me make it up to you [with a discount or free bonus]. Click here to get yours now [link]

98. Announce a Giveaway Bundle

I've teamed up with [number] of my colleagues to create [Name of Bundle]. This bundle gives you [number] products that are designed to [offer a benefit]. Get them all for free by clicking here [link].

99. Remind People About a Contest

Your chance to win [prize] is closing soon. Click here to [do something to get your entry]. And do it now, because the prize window closes [timeframe/date]!

100. Offer an Extra Contest Entry

Get another chance to win [prize]—all you have to do is share this link with your friends. Click here [link] to do it now and boost your chances of winning!

101. Provide Contest Rules

Last month we gave away [some amount of prizes]. We're doing it again this month, and you could be our big winner! Find out if you're eligible to win by clicking here [link].